

CURRICULUM VITAE



**Imdat Solak
(MBA)**

February 2009

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TABLE OF CONTENTS

General	3
Personal.....	3
Education.....	3
Languages.....	3
Others	3
General Skills & Experience	4
Analytical.....	4
Managerial.....	4
Communication	4
Information Technology.....	4
Experience	4
Employment Data.....	5
Axel Springer AG (since June 2006).....	5
Hubert Burda Media (1995 – 2005)	5
Independent	6
Various.....	6
Historical Highlights	8
General.....	8
Selected Commercial Developments (New Media; in reverse historical order)..	8
Commercial Developments (PC).....	8
Other (Software, Blogs, etc.)	9

GENERAL

PERSONAL

Name	Imdat Solak
Born	August 12 th , 1969 in Ortaköy / Aksaray, Turkey
Nationality	German
Marital Status	Married
Children	One daughter (17)
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EDUCATION

1975 – 1979	Primary School of Ortaköy, Turkey Diploma and award „Best of School“
1979 – 1981	Primary School in Berlin, Germany Finished as “Best of School”
1981 – 1986	Ernst-Reuter / Theodor-Heuss High School in Berlin. High School-Degree and award “Best of School”
1986 – 1987	Trainee and translator at “Berliner Sparkasse”, the Berlin Savings bank
1987 – 1988	Educational stay in Spain and Portugal
2003 - 2005	International Executive MBA Project- and Processmanagement at the Salzburg Management Business School (SMBS) in cooperation with the University of St. Gallen (SMBS is a JV between University of Salzburg, Management Center St. Gallen in Cooperation with the University of St. Gallen). Master Thesis: The Role of the Chief Knowledge Officer Generally and in the Media Business Specifically (“Die Rolle des Chief Knowledge Officer im Allgemeinen und in der Medienbranche im Speziellen”). Master Thesis Grade: <u>Excellent</u> (+ “Best of Class”)

LANGUAGES

German	Mother tongue
English	Fluent written and spoken
Turkish	Very good written and spoken

OTHERS

since 11/2007	Member of the Board of auFeminin.com S.A. (France)
since 04/2007	Member of the Board (“Verwaltungsrat”) of Amiado Group AG (Switzerland)
since 03/2007	Executive Director of Anima Publishers s.r.o. (Czech Republic)
since 11/2005	Owner of solak & solak management consultants
since 2002	Consultant to the German Federal Government (New Media).
since 2002	Consultant to the CDU/CSU fraction of the Lower House of the German Parliament (New Media/Security).

GENERAL SKILLS & EXPERIENCE

ANALYTICAL

- Ability to understand situations, problems and requirements very quickly
- Analyze requirements and frameworks as deep as necessary
- Find/propose solutions for situations/problems/requirements
- Create strategic approaches and strategies based on analytical results
- Ability to “look at a situation from all possible angles”
- Ability to ask the right questions in order to understand situations and to pinpoint mission- and/or success-critical issues in situations
- Strong market understanding in international new media as basis for market relevant analysis and decisions

MANAGERIAL/MARKET

- Ability to find the right person for the right job as well as empowering people
- Very good understanding of financial aspects of all business relevant issues (including financial tools)
- Structured and efficient meeting organization
- Ability to decide quickly after analyzing all relevant aspects of a situation
- Ability to help people to motivate themselves
- Active to pro-active approach in “doing”
- Strong profitable-growth orientation
- Excellent understanding of new media business models and technologies worldwide

COMMUNICATION

- Ability to create communication strategies and to communicate to all relevant target groups “in their respective languages” including multi-cultural negotiations (Europe, Asia, USA)
- Strong negotiation skills in multi-cultural environments
- Open communication strategy – where necessary; Clear communication where possible
- Good to very good visualization capability

INFORMATION TECHNOLOGY

- Fluent in most Internet technologies and concepts (Web1.0 + 2.0; business + technology)
- Fluent in different programming languages
- Sound understanding of Internet infrastructure technologies
- Fluent or good in most operating systems
- Fluent or good in most database systems
- Hands-on-approach on technology and business

EXPERIENCE

- New Media: 15+ years
- Management: 20+ years
- Entrepreneurship: 15+ years
- Business planning, development, optimization: 10+ years
- M&A: 10+ years
- International Business Development: 10+ years
- Information Technology (Software): 25+ years
- Strategy development: 10+ years
- Consulting: 12+ years

EMPLOYMENT DATA

AXEL SPRINGER AG (SINCE JUNE 2006)

Vice President/Head of New Media International at Axel Springer AG, one of Europe's largest media companies – responsible for all New Media outside of Germany.

Responsibilities:

- Strategy development New Media International,
- Strategy implementation: planning and implementation of new media projects
- Oversight of all non-German new media activities (primary markets: CH, CN, CZ, ES, FR, HU, RU; secondary markets: IN, IT, MENA, TR, VN)
- M&A in New Media / International Business Development New Media

Selected results so far:

- Acquisition of 74.9% shares of Anima Publishers s.r.o. (Czech Republic)
 - Acquisition of Amiado AG, usgang AG, PartyGuide AG (Switzerland)
 - Acquisition of 84% of shares of auFeminin.com S.A. (France; publicly listed at NYSE Euronext) with a mandatory PTO (now 80%)
 - Participation in acquisition of wallstreet:online AG (Germany)
 - Participation in acquisition of Zanox.de AG (Germany)
 - Launch Dziennik.pl (Largest newsportal Poland)
 - Launch Handelszeitung.ch (Business portal Switzerland)
 - Launch AutoBild.com.cn (Car information portal China)
 - Acquisition of OnMeda.de, the leading medical information portal in Germany
 - Ongoing: various other buy- and build-projects (in HU, ES, CH, RU, IN, TR)
-

HUBERT BURDA MEDIA (1995 – 2005)

08/03 – 12/05

General Manager BURDA interactive communities (BURDA:ic) (next to Director New Media International): Operations of Massively Multiplayer Online Games (MMOGs) in Europe.

Responsibilities:

- Business Development,
- Personnel Management,
- Negotiation with licensors and suppliers in various countries in Europe, Asia, and USA,
- Business planning,
- Business setup and operations in various European countries with full budget-, personnel-, and operations responsibility reporting directly to the executive board of Hubert Burda Media,

As of Dec 2005, the total number of people working for "BURDA interactive communities" was 60 (including freelance and volunteers) - from Germany, Austria, Italy, Turkey, Netherlands, France, Belgium, Denmark, Norway, Sweden, South Korea, USA, and others.

05/01 – 12/05

Director New Media International at Burda Holding International, a wholly owned subsidiary of Hubert Burda Media.

Responsibilities:

- Analyze Internet market in Turkey, Italy, Greece, Eastern Europe, and Far East in order to specify Internet business opportunities
- Consult Burda management in Internet-based businesses and investments
- Find, specify, analyze, and plan new business in the New Media area in these countries
- Plan businesses derived out of the ideas
- Create business plans, project plans for new business

- Implement and/or help in implementing the planned businesses
- Inhouse-consultancy in development of Internet-based business strategies for subsidiaries and/or investments

07/99 – 04/01 **Director Incubator/CTO** at Burda Digital GmbH, Munich, a wholly owned subsidiary of Hubert Burda Media.

Responsibilities:

- Find, specify, analyze, and plan new business in the area of digital entertainment
- Plan businesses derived out of the ideas
- Create business plans, project plans for new business
- Implement the planned businesses by means of acquiring capital, personnel, G&A duties, found companies, manage internal and external teams.

09/98 – 06/99 **Managing Consultant** at Pythia Communication & Computer GmbH, later named SCOUT24 Business Services, a subsidiary of the SCOUT24 GROUP (“Sabbatical” from Burda)

Responsibilities:

- Consult in planning, creating and forming and help in implementing ImmobilienScout24 and AutoScout24 as one of the major contributors
- Analyze new business areas for SCOUT24 group (FinanceScout24, JobScout24, HealthScout24)
- Create specifications for software developers
- Consult management in strategic developments issues
- Analyze potential M&A candidates
- Set up Internet online service for the SCOUT24 group
- Manage large group of external and internal developers

12/97 – 08/98 **Chief Technology Officer** of CYBERLAB Interactive Productions GmbH, a wholly owned subsidiary of Burda Digital GmbH.

Responsibilities:

- Management of the production units (3 teams of 7 producers each)
- Management and coordination of all projects
- Specification of projects and solutions
- Management of customer contacts pre- and after-sales

08/97 – 11/97 **Consultant** to the management of Burda Digital GmbH (then Burda New Media GmbH) in preparing investments and acquisitions in the portal business.

12/95 – 11/97 **Deputy Technical Director, Director Strategic Partnerships and Director International Technology Cooperations** at Health Online Service (HOS). Between January and April 1997 also consultant to the management of Burda Digital GmbH (then Burda New Media GmbH, the parent company of HOS), and Health Online Service.

INDEPENDENT

01/93 – 11/95 **CEO and Founder** of objects software development GmbH and **Chief Scientist and Co-Founder** of IREX Software AG developing and marketing the real estate software “Agent” and the real estate exchange software “Exchange”.

VARIOUS

01/91 – 12/92 **Chief Scientist** at d’ART Software in Kiel (now ePages GmbH in Hamburg) developing the store management and financial software VIVA!, later Suxess, on which Intershop Online was based.

01/90 – 12/90 **Consultant Software Developer** at B&E Software in Düsseldorf co-developing RagTime 3.1 (now RagTime GmbH).

02/88 – 12/89 **Chief Developer** at FM Elektronik Berlin developing QA software for car manufactures (e.g. BMW, Daimler-Benz, Ford, VW).

HISTORICAL HIGHLIGHTS

GENERAL

Started programming in 1982 on ZX81, Commodore VIC20, and Commodore C64; First commercial program developed in 1983 for school's chemistry and physics department: "Atom" on C64 as a teaching tool and as a reference tool for pupil.

Atari ST: Development of a store management and financial software for small businesses in the area of entertainment electronics – first commercial software available for small businesses on Atari ST.

PDP/11: Development of a graphics library for scanning-from and printing-on plotters. First ever written library on PDP/11 for scanning graphics from plotters.

SELECTED COMMERCIAL DEVELOPMENTS (NEW MEDIA; IN REVERSE HISTORICAL ORDER)

- Market Analysis, target identification and acquisition of auFeminin.com S.A., Europe's leading women's offerings online
- Market Analysis, target identification and acquisition of Anima Publishers (CZ), Amiado AG (CH) and launch of Dziennik.pl
- Participation in acquisition of Zanox.de AG and wallstreet:online AG in Germany.
- Various ongoing M&A- and organic growth projects in PL, CH, FR, ES, IT, UK, RU, CN, IN and other countries for Axel Springer AG.
- Analysis, planning, contract-negotiation, set-up, and operations of "European Ragnarok Online" as General Manager August 2003 – December 2005.
- Specification, design and launch of various highly **successful services in Turkey, Korea, and Italy.**
- Planning and specification of an online service for the SCOUT group (**ImmobilienScout24, AutoScout24**). Concept-development for **FinanzScout24** and **JobScout24** – 1998/'99.
- Specification, planning, development, and implementation of various other products and companies for Burda Digital GmbH as Project Manager, President/COO, acting CTO, and/or acting CEO (1999-2001)
- Planning, specification and development of the technology platform for the German online service "YoungNet: A service of the German Government" (<http://www.youngnet.de/>) - 1998.
- Planning, specification and development of the technology platform for the Website of the German Government and the German Chancellor (<http://www.bundesregierung.de/>) – 1998.
- Development of a specification for an online service for **Heidrick & Struggles**, world's then second-largest Executive Search organization – 1998.
- Planning, specification and development of the technology platform for the German medical online service "Health Online Service" (now: "HOS-Multimedica") with user management, profiling, targeted advertising, etc (<http://www.multimedica.de/>) – 1995/'97.
- Idea, planning, and implementation of the **First Live Transmission of a Surgery over the Internet** on March 29th, 1996.
- Idea, concept and implementation of one of the first **Web-based E-Mail Systems** in 1996 (probably the first such service worldwide).
- Concept and implementation of the first **Ad-Words-System** at Health Online Service in 1997.

SELECTED COMMERCIAL DEVELOPMENTS (PC)

- Quality assurance software "Q101" for car manufacturers, e.g. BMW, Daimler-Benz, VW etc.
- **Quality-Management software** for "Special Machines" powered by SIEMENS SPS systems.
- Co-Development of the Desktop-Publishing Product **RagTime 3.1.**
- Specification, planning and development of a store management and financial software "VIVA!" introducing new and groundbreaking techniques in the area

of User-Interface and Database Management (VIVA! was the core of **Intershop** Online, the major Internet retail application).

- Co-specification and development of the real estate agent software "**Agent**" and the real estate exchange software "**Exchange**" introducing first application based on object-oriented databases in Germany.
- **ScanIt!**, **PrintIt!**, and **ImageIt!** – first ever written applications in their respective fields for Silicon Graphics computers (1993) – ImageIt! was the first and only image database software on Silicon Graphics computers for a long time.

OTHER (SOFTWARE, BLOGS, ETC.)

- **Dilo**: a native, services-based German-English/English-German and German-French/French-German word lookup program for Mac OS X (freeware; <http://www.imdat.de/dilo/>)
- **Various Ruby-, Python-, Perl-, and JavaScript (Ajax)-based** applications to keep up with the ongoing software development tools and methodologies
- **Caito** – a blog to comment on daily issues ranging from science, politics, economy to technology and society (www.caito.de)